



## CENTER FOR RESEARCH IN INTERCOLLEGIATE ATHLETICS

### **2017 CRIA Intercollegiate Apparel Agreement Report Media Contacts:**

- Jonathan A. Jensen, Ph.D., Assistant Professor, University of North Carolina at Chapel Hill, Phone: 919-962-0959, Email: jajensen@email.unc.edu
- Erienne Weight, Ph.D., CRIA Co-Director & Associate Professor, University of North Carolina at Chapel Hill, Phone: 919-448-4870, Email: eweight@unc.edu
- Nels Popp, Ph.D., CRIA Co-Director & Assistant Professor, University of North Carolina at Chapel Hill, Phone: 919-445-9364, Email: nelspopp@email.unc.edu

## **2017 CRIA Intercollegiate Apparel Agreement Report Released**

*Details \$350 million in spending in intercollegiate  
athletics by Adidas, Nike, and Under Armour*

**Chapel Hill, NC – September 1, 2017** – The Center for Research in Intercollegiate Athletics (CRIA) at the University of North Carolina at Chapel Hill has completed its inaugural report on licensing and sponsorship agreements between National Collegiate Athletic Association (NCAA) institutions and apparel brands Adidas, Nike, Russell Athletic, and Under Armour.

These comprehensive agreements typically provide the brands with on-field apparel rights, a licensing agreement, and sponsorship assets that deliver exposure to an increasingly desirable and hard-to-reach demographic on the field, inside the university's athletic facilities, and across campus.

This analysis of 85 current agreements between apparel brands and public universities provides an inside look at the amounts paid in cash and apparel to institutions in the Power Five conferences (Atlantic Coast Conference, Big Ten Conference, Big 12 Conference, Pac-12 Conference, and Southeastern Conference) and the Group of Five conferences (American Athletic Conference, Conference USA, Mid-American Conference, Mountain West Conference, and Sun Belt Conference).

While CRIA's analysis is limited to agreements with public universities who responded to Freedom of Information Act (FOIA) requests, it is estimated that the members of the Football Bowl Subdivision (FBS) will receive \$350 million in cash and apparel during the 2017-18 academic year, with nearly 85% of the total (almost \$300 million) allocated to the 65 Power Five institutions.

The cash and value of apparel provided to Power Five institutions averages \$4.49 million, compared to \$850,556 for Group of Five institutions (Table 1). Figure 1 depicts change over time dating back to the 2012-13 academic year, illustrating that Power Five institutions in particular have benefited from increases in the agreements, particularly since the 2014-15 academic year.

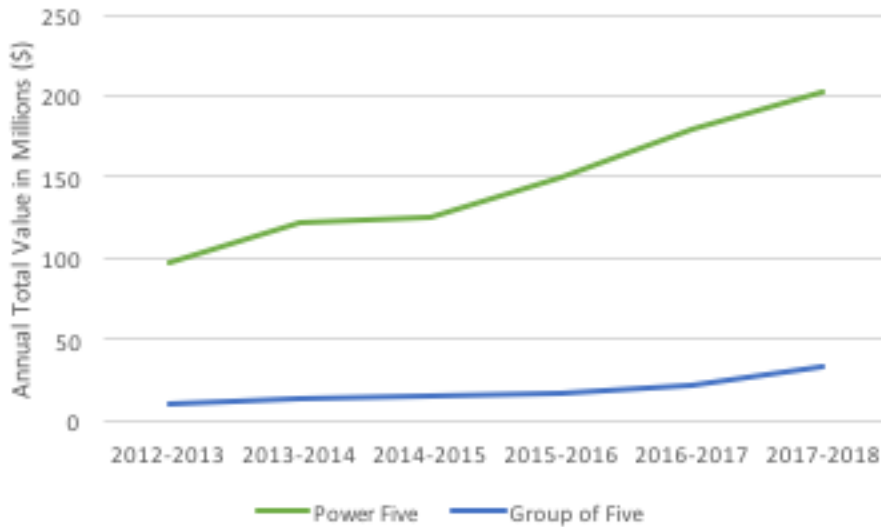


Figure 1. Trend in apparel agreement payments to Power Five and Group of Five institutions since 2012-13 academic year

By reviewing payments on a per institution basis by Adidas, Nike, and Under Armour over time, an interesting pattern emerges. Figure 2 depicts total payments by each dating back to the 2012-13 academic year. Increased investment by Under Armour starting in the 2014-15 academic year, along with continued investment by Adidas, have led to a re-investment by Nike in the intercollegiate athletics space to retain national powers such as Ohio State and Texas, and bring Michigan back into the fold from Adidas. Note that Adidas' recently announced renewal of their agreement with Louisville is not included in these totals, as it does not begin until the 2018-19 academic year.

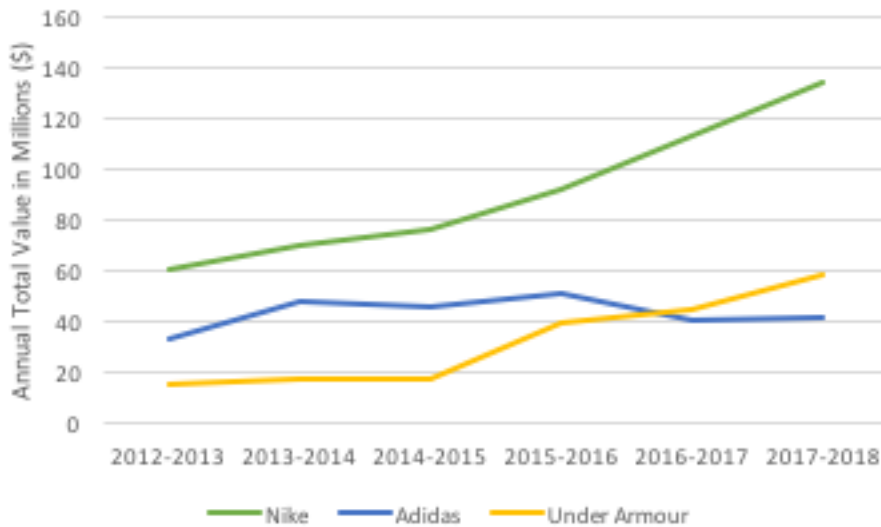


Figure 2. Trend in total apparel agreement payments by Adidas, Nike, and Under Armour since 2012-13 academic year

Table 1. Breakdown of apparel agreement payments (including both cash and value of apparel) during the 2017-18 academic year

Overall Top 10			
UCLA	\$ 16,500,000	UA	Pac-12
Texas	\$ 11,950,000	Nike	Big 12
Michigan	\$ 9,840,000	Nike	Big Ten
Wisconsin	\$ 9,150,000	UA	Big Ten
Louisville	\$ 7,285,000	Adidas	ACC
Texas A&M	\$ 6,800,000	Adidas	Big 12
South Carolina	\$ 6,700,000	UA	SEC
Kansas	\$ 6,675,000	Adidas	Big 12
Auburn	\$ 6,400,000	UA	SEC
Ohio State	\$ 6,305,681	Nike	Big Ten

Nike Top 10		
Texas	\$ 11,950,000	Big 12
Michigan	\$ 9,840,000	Big Ten
Ohio State	\$ 6,305,681	Big Ten
Oklahoma	\$ 5,250,000	Big 12
Oklahoma State	\$ 4,600,000	Big 12
Connecticut	\$ 4,525,000	AAC
LSU	\$ 4,300,000	SEC
Florida State	\$ 4,210,000	ACC
Illinois	\$ 4,100,000	Big Ten
Michigan State	\$ 4,060,000	Big Ten

Atlantic Coast Conference		
Louisville	\$ 7,285,000	Adidas
Florida State	\$ 4,210,000	Nike
NC State	\$ 4,150,000	Adidas
North Carolina	\$ 3,875,000	Nike
Virginia	\$ 3,075,000	Nike
Clemson	\$ 2,775,000	Nike
Georgia Tech	\$ 2,500,000	Russell
Virginia Tech	\$ 1,900,000	Nike

Adidas Top 10		
Louisville	\$ 7,285,000	ACC
Texas A&M	\$ 6,800,000	Big 12
Kansas	\$ 6,675,000	Big 12
Indiana	\$ 5,680,000	Big Ten
Nebraska	\$ 4,190,000	Big Ten
NC State	\$ 4,150,000	ACC
East Carolina	\$ 1,425,000	AAC
San Jose State	\$ 750,000	MWC
Ohio	\$ 720,000	MAC
Arkansas State	\$ 700,000	Sun Belt

Big Ten Conference		
Michigan	\$ 9,840,000	Nike
Wisconsin	\$ 9,150,000	UA
Ohio State	\$ 6,305,681	Nike
Indiana	\$ 5,680,000	Adidas
Maryland	\$ 4,675,000	UA
Nebraska	\$ 4,190,000	Adidas
Illinois	\$ 4,100,000	Nike
Michigan State	\$ 4,060,000	Nike
Minnesota	\$ 2,254,000	Nike
Purdue	\$ 2,050,000	Nike
Iowa	\$ 1,950,000	Nike
Rutgers	\$ 1,740,000	Nike

Under Armour Top 10		
UCLA	\$ 16,500,000	Pac-12
Wisconsin	\$ 9,150,000	Big Ten
South Carolina	\$ 6,700,000	SEC
Auburn	\$ 6,400,000	SEC
Cincinnati	\$ 4,755,000	AAC
Maryland	\$ 4,675,000	Big Ten
South Florida	\$ 3,185,000	AAC
Texas Tech	\$ 2,650,000	Big 12
Hawaii	\$ 1,850,000	MWC
UAB	\$ 1,100,000	C-USA

Big 12 Conference		
Texas	\$ 11,950,000	Nike
Kansas	\$ 6,675,000	Adidas
Oklahoma	\$ 5,250,000	Nike
Oklahoma State	\$ 4,600,000	Nike
West Virginia	\$ 3,350,000	UA
Texas Tech	\$ 2,650,000	UA
Iowa State	\$ 480,000	Nike

Power Five Averages	
Big 12	\$ 4,993,571
Pac-12	\$ 4,768,143
Big Ten	\$ 4,666,223
SEC	\$ 4,366,182
ACC	\$ 3,721,250

Group of Five Averages	
AAC	\$ 2,798,333
MWC	\$ 897,222
C-USA	\$ 400,286
MAC	\$ 219,125
Sun Belt	\$ 200,000

Pac-12 Conference		
UCLA	\$ 16,500,000	UA
Washington	\$ 3,842,000	Nike
Oregon State	\$ 3,025,000	Nike
Colorado	\$ 2,850,000	Nike
Oregon	\$ 2,810,000	Nike
Washington State	\$ 2,200,000	Nike
Arizona	\$ 2,150,000	Nike

Power Five Average	
	\$4,491,660

Group of Five Average	
	\$850,556

Southeastern Conference		
Texas A&M	\$ 6,800,000	Adidas
South Carolina	\$ 6,700,000	UA
Auburn	\$ 6,400,000	UA
LSU	\$ 4,300,000	Nike
Georgia	\$ 3,913,000	Nike
Tennessee	\$ 3,900,000	Nike
Alabama	\$ 3,890,000	Nike
Kentucky	\$ 3,725,000	Nike
Florida	\$ 3,200,000	Nike
Missouri	\$ 3,150,000	Nike
Ole Miss	\$ 2,050,000	Nike

Brand Averages	
Under Armour	\$ 4,805,416
Nike	\$ 2,738,493
Adidas	\$ 1,877,181

NOTE: Agreements included in CRIA's database are limited to agreements with public universities, and those who responded to Freedom of Information Act (FOIA) requests. The above list is inclusive of 45 of the 53 public Power Five institutions (12 of the 65 are private), as well as 40 of the 56 public members of Group of Five conferences (6 are private).

Additional insights from the 2017 CRIA Intercollegiate Apparel Agreement Report are as follows:

- As indicated in Table 1, institutions with the largest payments for the 2017-18 academic year are:
  - 1) University of California, Los Angeles: \$16.5 million (Under Armour)
  - 2) University of Texas: \$11.95 million (Nike)
  - 3) University of Michigan: \$9.84 million (Nike)
- Institutions with the largest cash payments for the 2017-18 academic year are:
  - 1) University of California, Los Angeles: \$9 million (Under Armour)
  - 2) University of Texas: \$9 million (Nike)
  - 3) University of Michigan: \$4.82 million (Nike)
- Group of Five institutions with the largest average payments for the 2017-18 academic year are:
  - 1) University of Cincinnati: \$4.75 million (Under Armour)
  - 2) University of Connecticut: \$4.52 million (Nike)
  - 3) University of South Florida: \$3.18 million (Under Armour)
- The average payments to the Power Five conferences during the 2017-18 academic year are:
  - 1) Big 12 Conference: \$4.99 million
  - 2) Pac-12 Conference: \$4.76 million
  - 3) Big Ten Conference: \$4.66 million
  - 4) Southeastern Conference: \$4.36 million
  - 5) Atlantic Coast Conference: \$3.72 million
- The average payments to the Group of Five conferences during the 2017-18 academic year are:
  - 1) American Athletic Conference: \$2.79 million
  - 2) Mountain West Conference: \$897,222
  - 3) Conference USA: \$400,286
  - 4) Midwest Athletic Conference: \$219,125
  - 5) Sun Belt Conference: \$200,000

#### **2017 CRIA Intercollegiate Apparel Agreement Report Co-Authors**

- Jonathan A. Jensen and Tyler Wisniewski
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#### **About CRIA**

- The Center for Research in Intercollegiate Athletics (CRIA) at the University of North Carolina at Chapel Hill facilitates data-driven decision-making in intercollegiate athletics
- The CRIA Advisory Board includes more than 20 leaders in the intercollegiate athletics industry, including university Presidents, Athletic Directors, and Conference Commissioners
- For more information visit [www.cria-unc.com](http://www.cria-unc.com)